PORTRAIT OF AN AMERICAN CITY — JULY 13, 1978
WAYNE HYDE — SERIES 6 #1

AUSTIN, TEXAS: COWTOWN GONE MODERN
(INSERTS IN TAPE LIBRARY)

TAPE: CUT ONE - "SONG OF THE COWBOY" - EST. 19 SEC. & HOLD UNDER

NARR: THERE THEY CAME; FIVE DUSTY MEN RIDING TIRED HORSES, SLOW-MOVING, LOOKING AROUND. FOR SEVERAL DAYS THEY HAD WANDERED OVER THE BROAD WILDERNESS, THROUGH THE ROLLING HILL COUNTRY AROUND THE SEVEN LAKES. NOW THEY CROSSED THE COLORADO RIVER AND CLIMBED THEIR HORSES UP A HIGH SLOPE, REINED IN ABOVE THE NORTH BANK OF THE RIVER, LOOKED AROUND AGAIN.

"HERE," JAKE HARRELL SAID THEN. "RIGHT HERE. THIS IS THE PLACE."

IT WAS 1839, AND THE FIVE MEN WERE SCOUTS, LOOKING FOR A LOCATION FOR THE NEW CAPITAL OF THE INFANT REPUBLIC OF TEXAS. THE NEW COMMUNITY WOULD FIRST BE CALLED WATERLOO, BUT SHORTLY AFTER THAT IT WOULD BE NAMED AUSTIN, AFTER THE MAN THEY CALLED "THE FATHER OF TEXAS", STEPHEN F. AUSTIN.

TAPE: UP FULL TO CLOSE - TOTAL CUT ± 1:47

NARR: LATER, IN 1842, WOULD COME A WAR WITH MEXICO, AND THERE WERE ALSO FREQUENT ATTACKS BY INDIANS ON THE NEW COMMUNITY. THE CAPITAL OF TEXAS WAS THEN TEMPORARILY MOVED TO HOUSTON, AND LATER TO WASHINGTON-ON-THE-BRAZOS (RIVER). IT WAS RETURNED TO AUSTIN IN 1845, THE YEAR TEXAS BECAME A STATE.

NARR: (CONT) STILL LATER WOULD COME THE CATTLE DRIVES, STARTING SOUTH OF AUSTIN AND TRAILING THE BIG HERDS NORTH TO THE BEEF MARKETS. IT WASN'T UNCOMMON BACK THEN TO SEE COWBOYS WALKING A HERD OF LONGHORN STEERS THROUGH THE DUSTY, WIDE STREETS OF AUSTIN. IT WAS A GOOD COWTOWN, THE CATTLEMEN WOULD TELL YOU -- A PLACE WHERE A COWBOY COULD GET A GOOD MEAL, A COMFORTABLE BED, AND A STRONG DRINK, IF HE WANTED TO.

YOU HEAR ABOUT THE GUNFIGHTS, TOO, BUT THEY WERE ONLY OCCASIONAL -- AND MOSTLY GREATLY EXAGGERATED. TODAY AUSTIN SUPPORTS ITSELF WITH BRAINS INSTEAD OF BRAWN. IT IS WHAT MANY A UNITED STATES CITY LONGS TO BE -- COMPACT AND CULTIVATED. IT HAS STYLE.

TAPE: CUT TWO - MUSIC INTRO TO :PRYOR

"GOOD MORNING. THIS IS CACTUS PRYOR."

NARR: AUSTIN HAS BEEN LISTENING TO THIS MAN'S VOICE ON RADIO FOR THIRTY-THREE YEARS. HE IS CACTUS PRYOR, PROBABLY AS WELL KNOWN TO THE CITY'S RESIDENTS AS WAS THE LATE PRESIDENT LYNDON BAINES JOHNSON, WHO ALSO CAME FROM THE AUSTIN AREA. ON THE WALLS OF CACTUS PRYOR'S OFFICE ARE AUTOGRAPHED PHOTOGRAPHS OF WELL-KNOWN PERSONALITIES -- INCLUDING LYNDON JOHNSON. AT THE AGE OF FIFTY-FIVE, CACTUS HAS LIVED IN AUSTIN MOST OF HIS LIFE. EVERYONE KNOWS HIM AND HE KNOWS EVERYONE. HE KNOWS HIS CITY, TOO, AND THE MUSIC IN IT.

O P/T.

TAPE: CUT THREE -- PRYOR

"IT'S A STRANGE THING ABOUT THIS AREA BECAUSE YOU'LL FIND PEOPLE WHO ON SATURDAY NIGHT ARE OUT AT THE BROKEN SPOKE OR THE SILVER DOLLAR OR THE TEXAS OPERA HOUSE KICKING UP THEIR HEELS TO THE 'COTTON-EYED JOE' (A COUNTRY DANCE TUNE), AND LISTENING TO THE MUSIC OF WILLIE (NELSON) OR WHOEVER. AND YOU'LL FIND THEM SUNDAY AFTERNOON AT THE SYMPHONY CONCERT. AND THERE IS A GREAT MINGLING OF MUSICAL TASTES -- MELDING OF MUSICAL TASTES HERE.

"ARMADILLO WORLD HEADQUARTERS -- IT'S A NIGHT CLUB, I GUESS, BY A RATHER LOOSE DEFINITION. AND YOU'LL FIND A LOT OF ROCK (MUSIC) GROUPS COMING IN THERE, AND YOU'LL FIND COUNTRY (MUSIC) GROUPS. BUT THEY HAVE BALLET THERE, AND IT'S EXTREMELY WELL-ATTENDED."

NARR: AUSTIN IS A HAVEN FOR MUSICIANS OF EVERY TYPE, FROM CLASSICAL PIANISTS TO DEVOTES OF THE GREAT COUNTRY AND WESTERN SINGERS. SUCH SINGERS AS TEX RITTER, WAYLON JENNINGS, WILLIE NELSON -- AND A TREMENDOUSLY TALENTED YOUNG MAN NAMED BOBBY BRIDGER -- ALL COME FROM AUSTIN. AND THE HIGHLY SUCCESSFUL NATIONWIDE TELEVISION PROGRAM CALLED "AUSTIN CITY LIMITS" IS PRODUCED THERE. CACTUS PRYOR HAS THIS COMMENT.

TAPE: CUT FOUR -- PRYOR

"OF COURSE WE HAVE EVOLVED, AS YOU KNOW, INTO THE PROGRESSIVE WESTERN MUSIC -- OR COUNTRY MUSIC -- CAPITAL OF THE WORLD. IT'S NEVER REALLY BLOSSOMED INTO A BIG COMMERCIAL THING. IT'S NOT ANOTHER NASHVILLE (TENNESSEE -- "MUSIC CITY"), AND IT DOESN'T THREATEN NASHVILLE (AS A COMPETING MUSICAL CITY). BUT THE MUSIC IS INDICATIVE OF THE ATTITUDE HERE. IT'S COUNTRY, BUT THE LYRICS SAY SOMETHING, AND THEY MAKE SOCIAL STATEMENTS, AND THE MUSIC IS MORE SOPHISTICATED THAN YOU WOULD FIND IN THE PURE COUNTRY STUFF."

NARR: SOPHISTICATED IS THE RIGHT WORD. THE COWTOWN THAT ONCE WAS AUSTIN HAS GROWN INTO A METROPOLIS OF SOME 380-THOUSAND CITIZENS. IT EXCELS IN ITS PUBLIC SCHOOLS AND CULTURAL ATTRACTIONS, INCLUDING DOZENS OF MUSEUMS AND

NARR: (CONT) A SYMPHONY ORCHESTRA THAT DRAWS HIGH MARKS ON A NATIONAL SCALE.

THE GREATEST SINGLE EMPLOYER IN THE CITY IS THE HUGE MAIN CAMPUS OF THE UNIVERSITY OF TEXAS, FOUNDED IN 1881, AND WHICH TODAY HAS SOME FORTY-ONE THOUSAND STUDENTS. THE AUSTIN CAMPUS IS ONE COMPONENT INSTITUTION OF TWELVE IN THE UNIVERSITY OF TEXAS SYSTEM, SAID TO BE THE LARGEST IN THE UNITED STATES. BUT IT HAD VERY SMALL BEGINNINGS.

TAPE: CUT FIVE -- BERRY

"TEXAS WAS PRIMARILY RURAL IN 1880. MONEY FOR EDUCATION WAS NOT PLENTIFUL, AND YOUNG MEN AND WOMEN WERE LEAVING THE STATE TO ATTEND COLLEGES AND UNIVERSITIES IN OTHER PARTS OF THE COUNTRY."

NARR: MARGARET BERRY, OF THE UNIVERSITY OF TEXAS HISTORY PROGRAM.

TAPE: CUT SIX -- BERRY

"SO SOME LEADERS IN THE STATE DECIDED THAT WE SHOULD HAVE A STATE UNIVERSITY. THE UNIVERSITY OF TEXAS DEVELOPED WITHIN A CULTURE THAT STILL CLUNG TO THE COLLEGIATE WAY OF LIFE -- AND IT STILL DOES, EVEN THOUGH THE UNIVERSITY, OF COURSE, HAS CHANGED. THE UNIVERSITY DEVELOPED WITHIN A CULTURE THAT ASPIRED TO BUILD A UNIVERSITY OF THE FIRST CLASS, A CULTURE THAT ACCEPTED THE ELECTIVE PRINCIPAL OF EDUCATION (STUDENTS BEING ABLE TO CHOOSE THEIR OWN STUDY COURSES), WHICH WAS SOMEWHAT NEW AT THE TIME.

"THE UNIVERSITY AND THE AUSTIN COMMUNITY HAVE ALWAYS BEEN FRIENDLY. THE CITY STILL LOOKS TO THE UNIVERSITY AS ONE OF ITS PRIME ASSETS, AND THE UNIVERSITY IS PROUD OF AUSTIN."

TAPE: SEQUES TO MUSIC - EST. 20 SEC. & HOLD UNDER

NARR: AUSTIN APPEALS TO THE EYE. IT'S AN ATTRACTIVE MIX OF OLD AND NEW ARCHITECTURE, AND ITS LOCATION, IN THE HILL

NARR: COUNTRY OF CENTRAL TEXAS, IS BEAUTIFUL. THERE IS A CHAIN
(CONT)
OF SEVEN LAKES NEARBY, STRETCHING SOME 240 KILOMETERS TO THE NORTHWEST, AND WANDERING THROUGH TALL CEDAR TREES AND GRANITE-TOPPED HILLS THAT RISE ALMOST SEVEN HUNDRED METERS. LONGHORN CAVERNS IS UP THERE -- ALMOST THIRTEEN KILOMETERS OF LIGHTED PASSAGEWAYS AND ROCK FORMATIONS, AND ALL OF IT UNDERGROUND. A HUNDRED YEARS AGO IT WAS A FAVORITE HIDEOUT FOR THE NOTORIOUS TEXAS OUTLAW, SAM BASS.

THE CLIMATE IN THE AREA IS TEMPERATE, AND A SOUTH WIND BLOWS ALMOST ALL THE TIME, COOLING IN SUMMER AND KEEPING THE WINTERS MILD. THERE IS VERY LITTLE SNOW, AND TEMPERATURES DON'T OFTEN DROP BELOW THE FREEZING POINT.

A HUNDRED YEARS AGO, WHEN AUSTIN WAS A COWTOWN OF SOME TEN THOUSAND PEOPLE, THE TRAIL HERD COWBOYS USED TO SAY THERE JUST WASN'T ANYTHING TO COMPLAIN ABOUT WHEN THEY GOT TO AUSTIN. THE PEOPLE THERE TODAY SEEM TO FEEL THE SAME WAY.

<u>TAPE: MUSIC UP FULL TO END - TOTAL CUT 1:40</u>

NARR: STATE GOVERNMENT AND THE UNIVERSITY ACCOUNT FOR ABOUT FORTY-FIVE PERCENT OF THE CITY'S WORK FORCE. BUT, AS WITH MOST AMBITIOUS CITIES IN THE SOUTHWEST, AUSTIN LOOKS TO ELECTRONICS AND OTHER SCIENCE-BASED COMPANIES TO BANKROLL ITS FUTURE. THERE WILL BE JOBS IN SUCH FIELDS IN THE NEAR FUTURE THERE. AND YET, THE CITY OFFICIALS DON'T DO MUCH ABOUT ADVERTISING THE CHARMS OF THEIR CITY. THERE ARE PLENTY OF "WELCOME TO AUSTIN"

NARR: (CONT) INDICATIONS, AND THERE IS THAT GOOD OLD TEXAS HOSPITALITY EVERYWHERE IN THE CITY, BUT SOME AUSTINITES WOULD RATHER SEE THEIR CITY STOP ITS GROWTH NOW. VICTOR MATHIAS, OF THE AUSTIN CHAMBER OF COMMERCE, HAS THIS COMMENT.

TAPE: CUT SEVEN -- MATHIAS

"THE CITY OF AUSTIN REALLY DOESN'T NEED PROMOTING IN THAT, BECAUSE OF THE FACT THAT IT'S QUITE A DESIRABLE PLACE TO LIVE, WE FIND BOTH AN INFLUX OF BUSINESS AND PROSPECTIVE CITIZENS. AND CONSEQUENTLY, WHAT WE'RE TRYING TO DO IS SIMPLY TELL THE STORY OF WHAT THE COMMUNITY IS ACTUALLY LIKE. AS A RESULT WE'VE BEEN ABLE TO MAINTAIN AN EXTREMELY STABLE AND STRONG ECONOMY. OUR CONTINUING GOAL IS SIMPLY TO PERHAPS ACCOMODATE GROWTH, AND IN THE PROCESS, KEEP IT THE KIND OF TOWN THAT EVERYBODY WANTS IT TO BE."

NARR: AUSTIN, THEN, DOES NOT ENCOURAGE THE GROWTH OF THE CITY -- BUT NEITHER DO THE OFFICIALS DISCOURAGE IT. CERTAINLY THEY HAVE A GREAT PRIDE IN THEIR CITY'S RANK AMONG AMERICAN CITIES CONCERNING THE COST OF LIVING. MISTER MATHIAS AGAIN.

TAPE: CUT EIGHT -- MATHIAS

"EACH YEAR, FOR APPROXIMATELY TEN YEARS, THE U.S. DEPARTMENT OF LABOR HAS MADE A STUDY OF APPROXIMATELY EIGHTY CITIES IN THE UNITED STATES TO DETERMINE THE COST OF LIVING FOR THREE DIFFERENT CATEGORIES OF FAMILIES -- ONE OF MODERATE INCOME, ONE OF MEDIUM, AND ONE OF HIGH INCOME. AND FORTUNATELY, SINCE THAT SURVEY HAS STARTED, AUSTIN HAS RETAINED ITS POSITION AS BEING THE LEAST EXPENSIVE CITY OF THESE EIGHTY SURVEYED, IN THE UNITED STATES, IN WHICH TO LIVE. AND ALSO, IN ALL THREE (FAMILY) CATEGORIES."

NARR: WE HAD ONE MORE QUESTION FOR MISTER MATHIAS: WE ASKED WHAT HE FELT WAS THE CITY OF AUSTIN'S BIGGEST ATTRACTION.

TAPE: CUT NINE -- MATHIAS

"THE ATTRACTION OF AUSTIN, I WOULD SAY, HAS TO BE ITS PEOPLE. AND THIS MAY SEEM A LITTLE STRANGE, IN THAT SO OFTEN YOU THINK OF ENVIRONMENTAL FACTORS AND OTHERS. BUT WHEN YOU GET TO THINKING ABOUT IT, MOST OF THE ENVIRONMENTAL FACTORS THAT REALLY AFFECT A COMMUNITY ARE THOSE THAT ARE CONTROLLED BY PEOPLE. AND THE PEOPLE HERE HAVE AN EXTREMELY STRONG DESIRE TO MAINTAIN THOSE THINGS WHICH WOULD BE THE NATURAL ENVIRONMENT HERE. THE FACT THAT WE'VE BEEN ABLE -- AND STILL MAINTAIN THE DESIRE -- TO CONTINUE TO HAVE A COMMUNITY WHICH MAKES THE MOST OF ITS NATURAL ENVIRONMENT -- PRIMARILY BY PERSERVING IT -- I THINK IS THE DIFFERENCE. AND THAT DIFFERENCE STILL COMES BACK TO PEOPLE."

NARR: PEOPLE. GET LOST WHILE DRIVING IN AUSTIN AND ASK ANOTHER MOTORIST HOW TO GET WHERE YOU WANT TO GO. IF HE CAN'T GIVE YOU DIRECTIONS, HE'LL PROBABLY SAY, "WHY DON'T YOU JUST FOLLOW ME, AND I'LL SHOW YOU HOW TO GET THERE." AND HE DOES IT. THEY HAVE A SAYING IN TEXAS: "TEXANS HELP TEXANS." THEY HELP NON-TEXANS, TOO. THAT'S TEXAS HOSPITALITY -- AND IT'S VERY EVIDENT IN AUSTIN. THE CITY WAS A SUCCESS STORY FOR JOE AUSTELL SMALL, WHO PUBLISHES FIVE MAGAZINES IN AUSTIN.

TAPE: CUT TEN -- SMALL

"I DON'T MIND SAYING NOW, THAT I'M SIXTY-FOUR YEARS OLD, AND I CAME FROM THE COUNTRY TO AUSTIN TO GO TO THE UNIVERSITY OF TEXAS' JOURNALISM COURSE, BECAUSE I WANTED TO BE A WRITER AND, NEXT, A PUBLISHER. AT THE AGE OF TWENTY-ONE, I WAS PRESIDENT AND EDITOR OF MY OWN PUBLISHING COMPANY. AND PEOPLE TOLD ME: 'JOE, YOU CANNOT BE A SUCCESSFUL PUBLISHER IN AUSTIN, TEXAS.' AND I ASKED WHY, AND THEY SAID IT IS NOT A PUBLISHING CENTER. 'YOU GOT TO GO TO NEW YORK.'

"AND I WAS KIND OF STUBBORN, I SUPPOSE -- I KNOW I'M STUBBORN. AND I SAID, 'WELL, I'LL EITHER MAKE IT IN PUBLISHING IN AUSTIN, OR I'LL BE A GROCERY CLERK.' I WON'T TRY TO SAY WHAT HAPPENED, BUT I CAME OUT AS A MILLIONAIRE IN THIS PUBLISHING. AND I DIDN'T HAVE TO MOVE FROM AUSTIN, TEXAS, THANK GOD. SO, AUSTIN TEXAS HAS BEEN MY SUCCESS STORY -- MY SUCCESS CITY -- AS IT HAS BEEN FOR MANY OTHERS."

(TAPE SEGUES TO MUSIC; EST. 16 SEC. & HOLD UNDER)

NARR: AUSTIN, EXAS IS ITS OWN SUCCESS STORY AS WELL. A SLEEPY, DUSTY LITTLE COWTOWN WHERE LONGHORN CATTLE LEFT THEIR HOOFPRINTS IN HISTORY, AUSTIN HAS COME A LONG, LONG WAY. THE OLD CATTLE TRAILS ARE NOW SUPER-HIGHWAYS, AND WHAT WAS ONCE JUST A FORTRESS ON THE AMERICAN FRONTIER IS NOW THE CAPITAL CITY OF TEXAS. IT'S A CITY ANYONE CAN BE PROUD OF -- AND ALL OF TEXAS IS PROUD OF IT. THEY HAVE GOOD REASON TO BE.

TAPE: MUSIC UP FULL AS NEEDED - FADE UNDER FOR:

ANNCR: YOU HAVE BEEN LISTENING TO A PORTRAIT OF AN AMERICAN CITY --AUSTIN, TEXAS: COWTOWN GONE MODERN. THIS PROGRAM WAS WRITTEN AND PRODUCED BY WAYNE HYDE. YOUR NARRATOR WAS _____, AND THIS IS _____SPEAKING.

TAPE: MUSIC UP FULL AS NEEDED - TOTAL CUT: 2:18

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RK/PY